

Carry One/ Carry All and the Digital Transition

for the Federal
Communications
Commission
DTV Working Group

Capitol Broadcasting Co., Inc.
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Background

- **1997 – CBC Founds Local TV on Satellite, LLC (LTVS)**
 - Purpose: Solve the legal, technical and economic problems associated with delivering local [analog] stations via Direct Broadcast Satellite (DBS)
 - Goals:
 - Legislative – Permanent compulsory copyright for DBS
 - Technical – Design a technical plan to deliver ALL analog full-power broadcast stations via DBS
 - Economic – Develop a business model that supports the technical plan and meets the needs of all stakeholders

Background continued

- **1997-2001 – LTVS Focuses on Goals**
 - Legislative – President signed the Satellite Home Viewer Improvement Act in 1999.
 - Technical – LTVS, with its outside satellite engineers, pioneered several technical designs using spot beam satellites, Ka spectrum and a delivery system for use by all DBS providers [some analog only designs and some hybrid analog/high-definition (HD) designs].
 - Economic – LTVS developed a viable business model with LTVS wholesaling the local signals to all DBS providers. All stakeholders were enthusiastic, but . . .

Background continued

. . . EchoStar and DIRECTV resist the LTVS plan, *but* then announce their intention to merge in late 2001.

- **December 2001 – LTVS Disbands**
- **December 2002 – EchoStar and DIRECTV Merger Shuttered**

The Current Challenge – Local HD & DBS

- **2003 – Taking on Today’s Problem:**
How to deliver 19.4 local digital signals to DBS subscribers (more than 20% of US TVHHs today and growing as we move through the transition)
 - February – Reengages HD+ - Hugh Wright, Dan Radke and other experienced satellite and receiver engineers
 - May – Files Common Platform Patent (and two provisional patents) with USPTO in Microspace Communications Corporation name (CBC subsidiary)

The Current Challenge – Local HD & DBS

- February – December – HD+ researches technology, conducts picture quality tests and develops technical plan that . . .

**solves the problem
using only one Ka-
band orbital slot and
two spot beam
satellites.**

The Current Challenge – Local HD & DBS

- Disclaimer – CBC is not here today to advocate its Local HDTV plan as a solution. CBC is merely demonstrating that using technology now available, or that will be available during calendar 2004, both EchoStar and DIRECTV could each deliver ALL full-power 19.4 digital stations using only one of their Ka-band orbital slots and two spot beam satellites.
- The Elements of the Local HDTV Satellite Plan (see attached)